

Technical Consumer Goods**

TRADITIONAL VERSUS INTERNET SALES - 2007 & 2011

Consumer channels, 11 European countries*

Sales value (%)

Jan 2011 - Jun 2011



■ TRADITIONAL SALES

■ INTERNET SALES

*AT, BE, CH, CZ, DE, ES, FR, GB, IT, NL, PT

**CE, IT, OE, MTG, Photo, Telecom, SDA, PersDiag, MDA

SOURCE: GfK Retail and Technology, 2011

